



Search Engine Marketing

4-month minimum for SEM

CPC varies by industry and location, minimums may vary

PPC/SEM	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Google	15% Margin	\$1,125/month	40% Margin	\$1,500/month
Bing/Yahoo (add-on)	15% Margin	\$562.50/month	40% Margin	\$750/month
Yelp	15% Margin	\$750/month	40% Margin	\$1,000/month
Shopping	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Google Shopping/Ecomm	Custom	Custom	Custom	Custom
Facebook Shopping/Ecomm	Custom	Custom	Custom	Custom

Display

GPS Targeting	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Geofencing <small>*limit 10 geofences</small>	\$3.50 CPM (standard placements) \$4.50 CPM (premium placements)	\$350/month \$450/month	\$10-12 CPM	\$1,000-\$1,200/month
Event Geofencing	\$3.50 CPM (standard placements) \$4.50 CPM (premium placements)	\$350/month \$450/month	\$10-12 CPM	\$1,000-\$1,200/month
Addressable Geofencing	\$3.50 CPM (standard placements) \$4.50 CPM (premium placements)	\$350/month \$450/month	\$10-12 CPM	\$1,000-\$1,200/month
Waze GPS <small>We'll use a combination of Search, Pin, Arrow, and/or Takeover Ads</small>	25% Margin	\$210/month	50% Margin	\$280/month
Display (Standard)	Net Rate (CPM)	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Site Retargeting	\$3.50	\$175/month	\$10-12 CPM	\$500-\$600/month
Category Contextual	\$3.50	\$350/month	\$10-12 CPM	\$1,000-\$1,200/month
Search/Keyword Retargeting	\$3.50	\$350/month	\$10-12 CPM	\$1,000-\$1,200/month
Native	\$8.00	\$480/month	\$15-20 CPM	\$900-\$1,200/month
CRM Targeting <small>*Requirements: First/Last Name, Address, Email</small>	\$4.50	\$450/month	\$10-12 CPM	\$1,000-\$1,200/month
Weather Trigger	\$7.00	\$420/month	\$15 CPM	\$900/month

Video

*All video assets must be provided by the client.

Video	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
PreRoll	\$15 CPM	\$500/month	\$30 CPM	\$1,000/month
YouTube	\$20 CPM	\$500/month	\$40 CPM	\$1,000/month
CTV/OTT	\$32 CPM	\$640/month	\$45-55 CPM	\$900-\$1,100/month
Hulu	\$45 CPM	\$720/month	\$65-80 CPM	\$1,040-\$1,280/month

*All contracted budgets for all products, including promised impressions, will be rolled over to the next month if not fully delivered within the contracted time frame.



Performance Max

4-month minimum for Performance Max				
Performance Max	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Google	15% Margin	\$750/month	40% Margin	\$1,000/month

Audio

Audio Ads	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Premium Blended Streaming (Pandora, Tunein, Soundcloud, iHeartmedia & More)	\$25 CPM	\$375/month	\$50 CPM	\$750/month
Spotify (music inventory)	25% Margin	\$500/month	75% Margin	\$1,000/month
Spotify (podcast inventory)	\$35 CPM	\$700/month	\$60 CPM	\$1,200/month

Social Media Advertising

Social Media Platform	Net Rate	Net Minimum	Recommended Gross Rate	Recommended Gross Minimum
Facebook and/or Instagram	15% Margin	\$750/month	40% Margin	\$1,000/month
LinkedIn	15% Margin	\$750/month	40% Margin	\$1,000/month
Twitter	15% Margin	\$750/month	40% Margin	\$1,000/month

Outbound Email

*Custom marketing list example: Demo, Credit Score, Income, etc.		
Email	Net Rate	Recommended Gross Rate
Standard EBlast & Creative Up to 62,500	\$1,200 (\$12 CPM additional)	\$2,400 (\$24 CPM additional)
Hashed Email List Purchase To be used on Display & Facebook	\$350 up to 50,000 (\$7 CPM additional)	\$700 up to 50,000 (\$14 CPM additional)

Local Service Ads

*LSAs are a client-facing platform. We assist with initial set up, ongoing maintenance, and consulting.
 *The client's billing info will be added directly to the Google LSA account and charged for leads.
 One-time \$500 set up fee is required for Local Service Ads campaigns, recommended gross \$1,000.
 Ongoing maintenance fee is optional for Local Service Ads campaigns and is priced based on budget and volume.
 Cost per lead varies by industry and location, minimums may vary.

Local Service Ads	Net Rate	Recommended Gross Rate
Google LSA One-Time Set Up	\$500	\$1,000
Google LSA Management Fee (optional)	custom	custom



SEO

*All SEO accounts must be approved.
 *SEO contracts are 12 months. Month 1 is Set Up; Month 2-12 program execution.
 *Must have a location tied to each keyword/ phrase.
 *SEO Reports go live 30 days after set up starts.

SEO Packages	Monthly Net Rate	Recommended Monthly Gross Rate	Minimum
1-15 Keywords/Phrases	\$900	\$1,800	12 Months
Up to 25 Keywords/Phrases	\$1,200	\$2,400	12 Months
Up to 40 Keywords/Phrases	\$1,800	\$3,600	12 Months

Google Grant (for Non-profits)

*All SEO criteria above applies to non-profit SEO Management as well

Google Grant Packages	Monthly Net Rate	Recommended Monthly Gross Rate	Minimum
Google Grant Management	\$800/month	\$1,600/month	12 Months
Google Grant Management & SEO (Local SEO Plan/15 keywords)	\$1,700/month	\$3,400/month	12 Months

Live Chat

30 day free trial available
 4-month minimum for Live Chat

Live Chat Packages	Monthly Net Rate	Net Rate Per Additional Leads	Recommended Monthly Gross Rate	Recommended Gross Rate Per Additional Leads
Up to 10 leads per month	\$125	\$15	\$350	\$35.00
Up to 20 leads per month	\$200	\$12	\$550	\$27.50
Up to 35 leads per month	\$300	\$11	\$700	\$20.00
Up to 50 leads per month	\$400	\$10	\$825	\$16.50
Up to 75 leads per month	\$550	\$9	\$1,000	\$13.33
Up to 100 leads per month	\$700	\$8	\$1,200	\$12.00

Google Analytics

Item	Net Rate	Turn Around	Recommended Gross Rate
Google Analytics Conversion Set Up (standard conversions: form submission, calls, live chat)	\$250	30 Days	\$500
GA4 Property Set Up & Configuration (includes standard conversion set up)	\$400	30 Days	\$800

*All contracted budgets for all products, including promised impressions, will be rolled over to the next month if not fully delivered within the contracted time frame.



Creative Services

Creative (includes 1 revision)	Net Rate	Estimated Turn Around	Recommended Gross Rate
Companion Banner for Audio Ads	\$150	3-5 business days	\$300
Display Ads: 3 sizes (animated)	\$200	3-5 business days	\$400
Display Ads: 5 sizes (animated)	\$300	3-5 business days	\$600
Social Media: 1 piece of creative/ad	\$150	3-5 business days	\$300
Social Media: 3 pieces of creative/ads	\$300	3-5 business days	\$600

Branding & Strategy Kits

Branding & Strategy Kits	Net Rate	Estimated Turn Around	Recommended Gross Rate
Brand Foundation (Startup Logo & Go)	\$1,750	10-15 business days	\$3,500
Brand Foundation Plus	\$2,600	15-20 business days	\$5,300
Brand Breakthrough	\$1,275	10-15 business days	\$2,550
Brand Elevation	\$2,200	15-20 business days	\$4,400

Website

*Content not included

*Every website is unique, based on page content, design, and function.

*Please contact support for a more accurate quote.

Website Packages	Net Rate	Estimated Turn Around	Recommended Gross Rate
Hosting Includes SSL certificate, Dedicated Cpanel, Website Theme and program/plugin updates to keep site running at best performance, & Support	\$99/month	n/a	\$149/month
Landing Page	\$900	30 Days	\$1,800
5 Page Fast Design	\$2,500	60 Days	\$5,000
Responsive Up To 10 Pages	\$3,250	60-90 Days	\$6,500
Responsive Up To 20 Pages	\$4,100	90 Days	\$8,200
E-Commerce	Custom	90+ Days	Custom

*All contracted budgets for all products including promised impressions will be rolled over to the next month if not fully delivered within the contracted time frame.

*All turn around times start once materials are gathered. Not when contract is signed. Make sure client is aware and we are not liable if they are slow to get material for builds.



EXAMPLE ORDER

Tactic	Rate Type	Gross Monthly Budget	Net Rate	Gross Rate	MediaBeast Invoice	Your Revenue (minus MB Expense)
Google SEM	Margin	\$1,500	15%	40%	\$1,125	\$375
Google Performance Max	Margin	\$1,000	15%	40%	\$750	\$250
Premium Blended Streaming	CPM	\$750	\$25 CPM	\$50 CPM	\$375	\$375
Site Retargeting	CPM	\$500	\$3.50 CPM	\$10 CPM	\$175	\$325
YouTube	CPM	\$1,000	\$20 CPM	\$40 CPM	\$500	\$500

SEM Example: You sell an SEM campaign at \$1500 a month gross to the client. And you have included a 40% markup on that tactic. Saga receives 25% of that budget, and MediaBeast receives 15% of that budget, which leaves 60% for the net spend on the campaign. In this example, MediaBeast would bill you at 75% of that gross rate (60% net spend + 15% margin), totaling \$1125.00.



SEO Packages

	Local	Regional	Premier
Pricing (Per Month)	\$900 (Net) \$1,800 (Gross)	\$1,200 (Net) \$2,400 (Gross)	\$1,800 (Net) \$3,600 (Gross)
Number of Key-phrases Optimized	15	25	40
Short-form content (300 words)	up to 3/month	up to 4/month	up to 5/month
Basic website updates (includes content & media revisions)	3 revisions/mo	5 revisions/mo	8 revisions/mo
Additional website pages (content included, 500-900 words)	\$500/page	up to 1 page/month	up to 2 pages/month
*Web hosting on dedicated server	✓	✓	✓
Key-phrase research and selection	✓	✓	✓
Meta tags (title & description)	✓	✓	✓
Optimization of robots.txt & GoogleBot crawls	✓	✓	✓
Creation & registrations of sitemap.xml	✓	✓	✓
GA4 setup w/ conversion tracking & traffic analysis	✓	✓	✓
Page speed optimization	✓	✓	✓
Custom 404 error page setup and optimization	✓	✓	✓
Updating core files & database	✓	✓	✓
Internal Link Building	✓	✓	✓
Customized monthly reporting (includes highlights, opportunities, & challenges)	✓	✓	✓
Directory Listing Management	✓	✓	✓
Web lead phone call tracking		✓	✓
Mobile site optimization (if applicable)		✓	✓
Schema HTML tags		✓	✓
Searcher experience analysis (heat map)			✓
Channel specific call tracking			✓